



The Shipyard Brewing Company

Portland, Maine

Contact: Tami Kennedy
tami@maine.rr.com
(207)838-0816

SHIPYARD RELEASES SHIPYARD LIGHT ALE IN 12-PACKS

PORTLAND, Maine -- March 01, 2002-- The Shipyard Brewing Company is pleased to announce: The Shipyard Light Ale is now available in 12-packs! Created by Master Brewer Alan Pugsley, the latest addition to the Shipyard family is a true light ale with a soft golden color and good, clean taste. Shipyard Light Ale is a crisp, dry beer that has 3.9% alcohol by volume, yet only 110 calories.

Six different images of lighthouses from Maine to Massachusetts adorn the bottles and a portion of the proceeds from sales will go to the American Lighthouse Foundation.

Lighthouses are symbols of our maritime past," notes Fred Forsley, president of The Shipyard Brewing Company. "Most traditional shipyards, docks, and fish processing plants have disappeared without a trace. Lighthouses endure as a reminder of the seafaring tradition of New England."

We knew The Shipyard brand name, and when Fred called us with the idea of linking The Shipyard Light Ale with our effort to preserve America's lighthouse heritage, we were thrilled to be included," says Tim Harrison, co-founder of the American Lighthouse Foundation.

The American Lighthouse Foundation is a non-profit organization headquartered in Wells, Maine dedicated to the preservation of lighthouses. The 14 lighthouses under their care include several in Maine. Among them is the Little River Lighthouse in Cutler, which is listed as one of the 10 most endangered historic properties in the state.

"We want people to pay particular attention to the label art. To appreciate the individuality of each of the buildings. To not just see that it's a lighthouse, but to really look at the differences in the architecture and design," notes Forsley. The exterior packaging also contains a lighthouse. "We chose Spring Point Ledge Light as the outside packaging image because of its quiet, enduring beauty and navigational presence in Portland Harbor." Spring Point Ledge Light is part of the Portland Harbor Museum on Casco Bay.

Light beer accounts for nearly 1/3 of all beer sold in the United States and is the fastest growing segment of the beer market.

The packaging was designed by Portland, Maine advertising agency PKG Packaging, a division of CDM Communications.

The Shipyard Brewing Company currently produces 10 different varieties of English style and seasonal ales.

Fred Forsley and Alan Pugsley originally founded Kennebunkport Brewing Company and Federal Jack's Restaurant in 1992, and established The Shipyard Brewing Company in 1994. A separate Florida brewery was created in 1997 in the Orlando International Airport.

The Shipyard Brewing Co.
86 Newbury Street
Portland, ME 04101
207.761.0807
info@shipyard.com